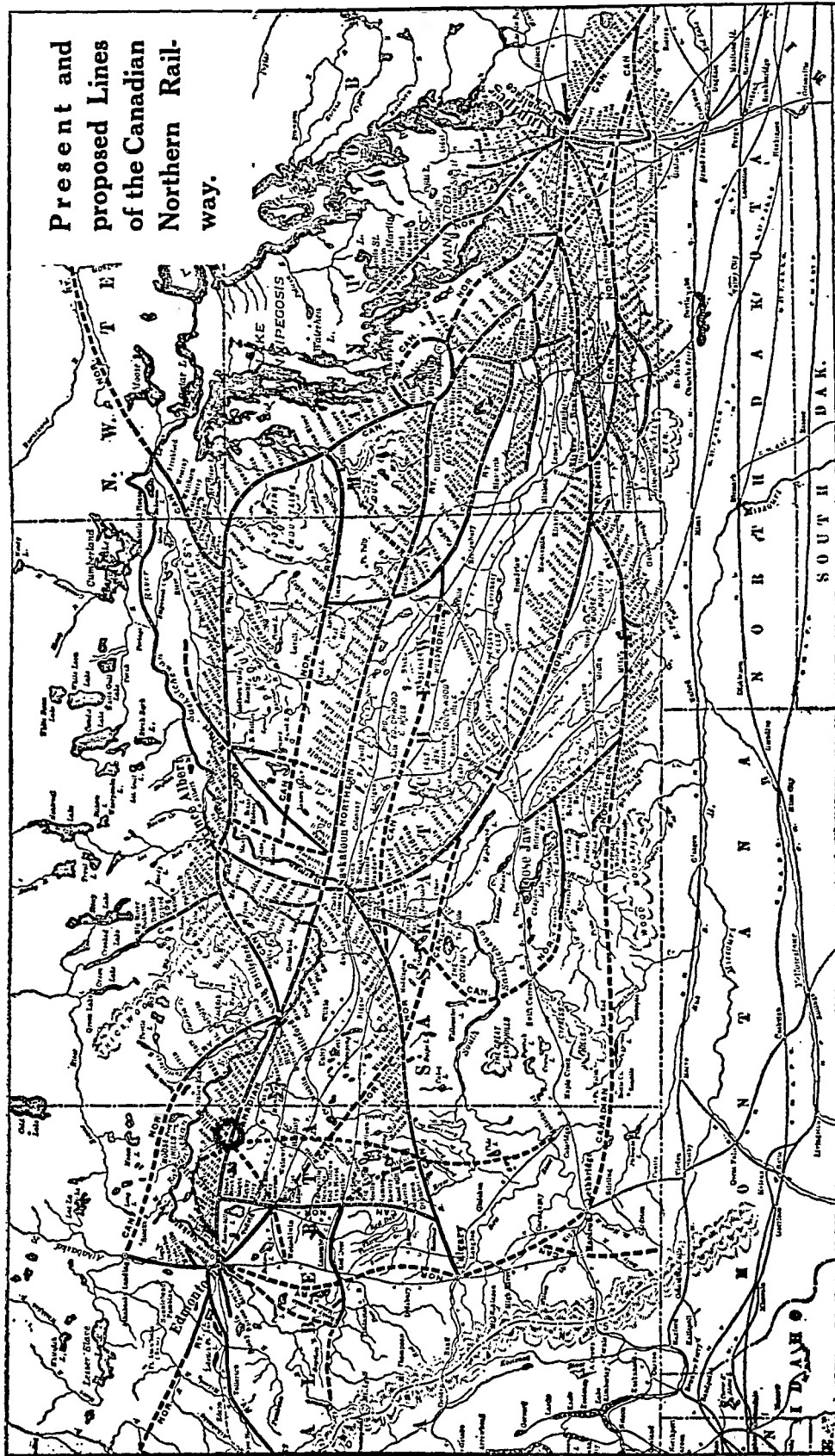




Vermilion
Alberta



Present and proposed Lines of the Canadian Northern Railway.

Vermilion is the Centre of the best Stock, Dairy and Mixed Farming country in Western Canada

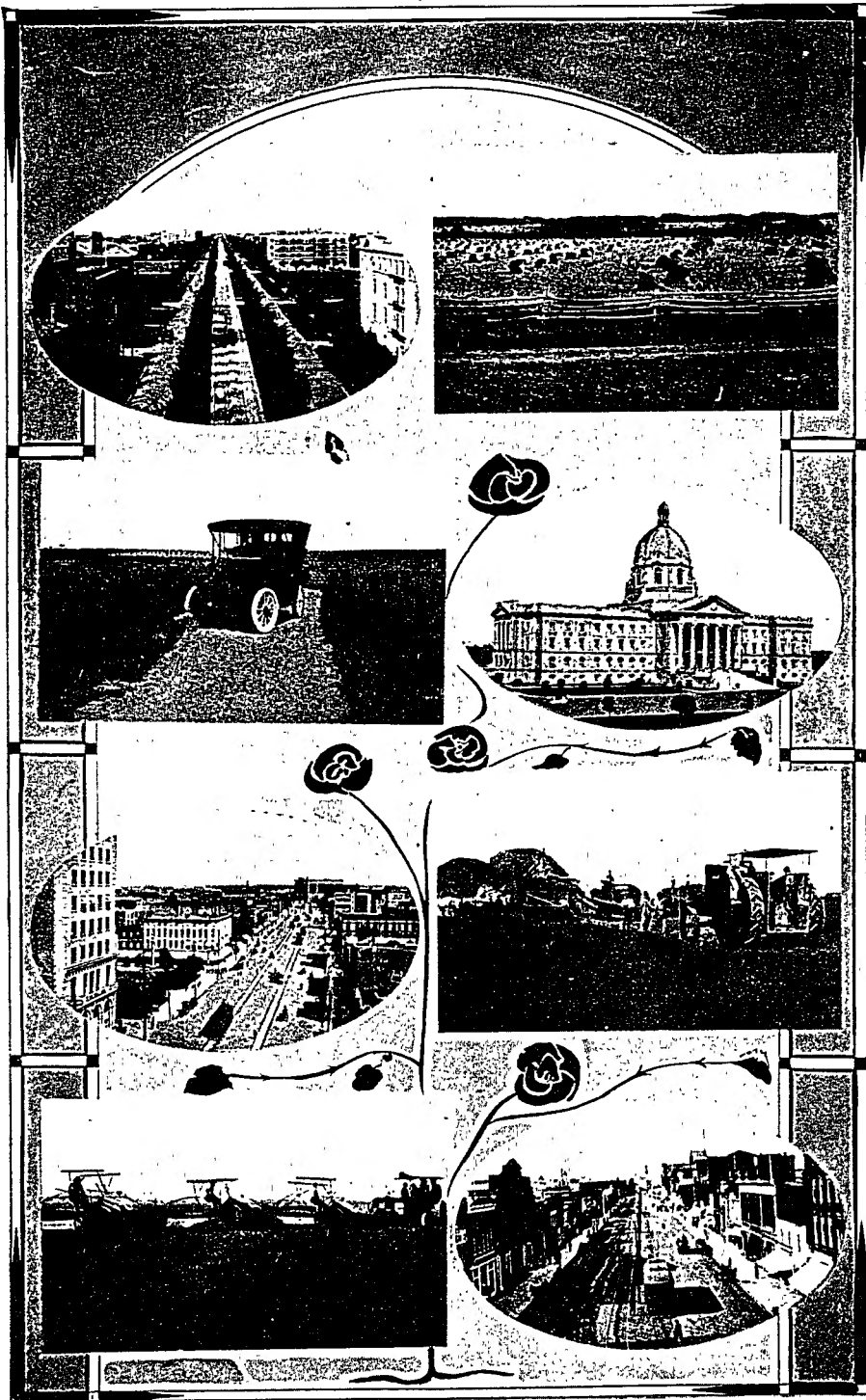
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VERMILION ALBERTA

OBJECTS OF THE TEN THOUSAND CLUB OF VERMILION

- 1—To disseminate information regarding Vermilion and the Vermilion District.
- 2—To attract settlers to open up and develop the rich surrounding country.
- 3—To provide every facility for answering inquiries regarding the many business and professional opportunities to be found in the Town and District of Vermilion.
- 4—To give a practical means for the expression of the Public Spirit of the citizens of Vermilion who are interested in the welfare and development of the Town and District.

ISSUED BY THE
TEN THOUSAND CLUB VERMILION, ALTA.
Winnipeg Headquarters, 408 Builders' Exchange, Winnipeg, Manitoba.



City and Country Scenes in Western Canada where prosperity reigns

V E R M I L I O N

Western Canada

WESTERN CANADA, that young and vigorous country which is foremost in the eyes of the civilized world today, has a history that reads like a romance.

For a century after the Western United States began to be peopled with prosperous farmers, this vast territory lay practically dormant, in spite of the fact that its enormous productiveness was well known to those who had travelled over the land.

A few great and noble men had tried to establish colonies in this region, which was then called the Northwest Territory, but had failed because the Hudson's Bay Company, which had obtained complete control of this immense tract of land from Charles II. in the year 1669 for an annual rental of two beaver skins and a black otter, had become very powerful and resented any intrusion on what they considered their territory, using every means to keep out settlers.

Finally the repeated demands of some of these men brought pressure to bear upon the Imperial Parliament, with the result that the land which now consists of the great Provinces of Manitoba, Saskatchewan and Alberta was re-bought from the Company for the sum of \$25,000,000.

From that moment the future of Western Canada was assured. The Canadian Pacific Railway was built across the continent in spite of the misgivings of a number of politicians in Eastern Canada who prophesied that the railroad would be unable to pay the cost of the axle grease in its trip across the prairies. Then a plan of immense publicity was started to tell the world about the opportunities which Western Canada held for pioneers. A few brave individuals came and succeeded, and after that with ever increasing numbers people commenced to flock into Western Canada.

Now all is changed. The hardy pioneer element is still in existence, but it is in the minority. The tide of immigration is rushing in faster than ever, but it is composed in the main of farmers who have been successful elsewhere and who come with a certain amount of money to take advantage of the cheapness of the land in comparison with the values of farms in the communities from which they come. Large land owners from Europe are selling out their big estates and buying property in Western Canada, settling it with the tenants from their former holdings. Railroad expansion is going on with amazing rapidity, but it has not progressed fast enough to cope with the immense amount of traffic which demands attention. All kinds of farming are carried on with the best of success and it is not at all an uncommon thing for a farmer to pay for his land from the results of one or two years' operations.

Towns and cities are springing up as if by magic, seemingly produced out of nothingness. Industries flourish, the building trade cannot find sufficient men to begin to meet the demand upon their craftsmanship. Truly may it be said that the harvest indeed is plenteous, but the laborers are few.

What has the future in store for Western Canada? Words are inadequate to paint a picture whose coloring would be sufficiently glowing to portray a true image of the time to come. When it is remembered that in 1912 one hundred and fifty thousand farmers, merchants, mechanics and other classes of people left the United States to come to Canada, it is easy to appreciate the attractiveness of the country. Remember also that at the present time there are only about three million people in Western Canada, which is a country capable of supporting a population of at least one hundred millions. Thus a slight glimpse can be obtained of the enormous expansion which is bound to come. The mental vision becomes dazzled before the prospect which is thus brought within its focus. The thriving farms, prosperous communities, large and wealthy cities which will cover the land form the subject for a poem more majestic and noble than the ears of the world have yet listened to.

Western Canada is not the place for those whose sluggish blood runs cold; it seeks strong men and women—young or old, it matters not—whose rich, red blood, coursing through their veins, fills them with fire and energy and ambition to dare and do.

It calls out for men and women of courage, men and women with the conquering will who march right onward over obstacles, suffering if need be, to reach the Promised Land. Their heritage is that of the old Norse Warriors, of Cabot, Columbus, Lewis and Clark, Father Marquette, Mackenzie, Lord Selkirk and Daniel Boone.

These men sought not the lazy life of a sunny clime to wile away their days in slothful dreaming; they fought and bled and won; they found and conquered lands that now yield heavy harvests.

To such as these, Western Canada, with its millions of fertile acres, its untold hidden wealth and numerous business opportunities for every class of people, holds out the hand of welcome and promises a rich reward for time and services rendered.

Fortunate indeed is he who decides to come to such a country and build up a fortune for himself and those who come after him. His children will indeed rise up and call him blessed.

The Western Canada Wheat Crop for 1912 was over 200,000,000 bushels



V E R M I L I O N

Central Alberta

TO give an idea of the extent and location of Central Alberta, it may be said that Edmonton, the Capital of the Province, is 800 miles west and somewhat north of Winnipeg, Manitoba, and 312 miles north of the international boundary. Vermilion and Wainwright to the east and south-east, are each 129 miles from Edmonton; Athabasca Landing is 105 miles to the north; Edson is 131 miles to the west, and Red Deer 100 miles to the south.

Though referred to as Central Alberta, the district lies almost entirely in the southern half of the province, the centre line of the province passing a few miles south of Athabasca Landing. This is a good country to farm in; a good place to do business in; and withal, a mighty pleasant place to live in.

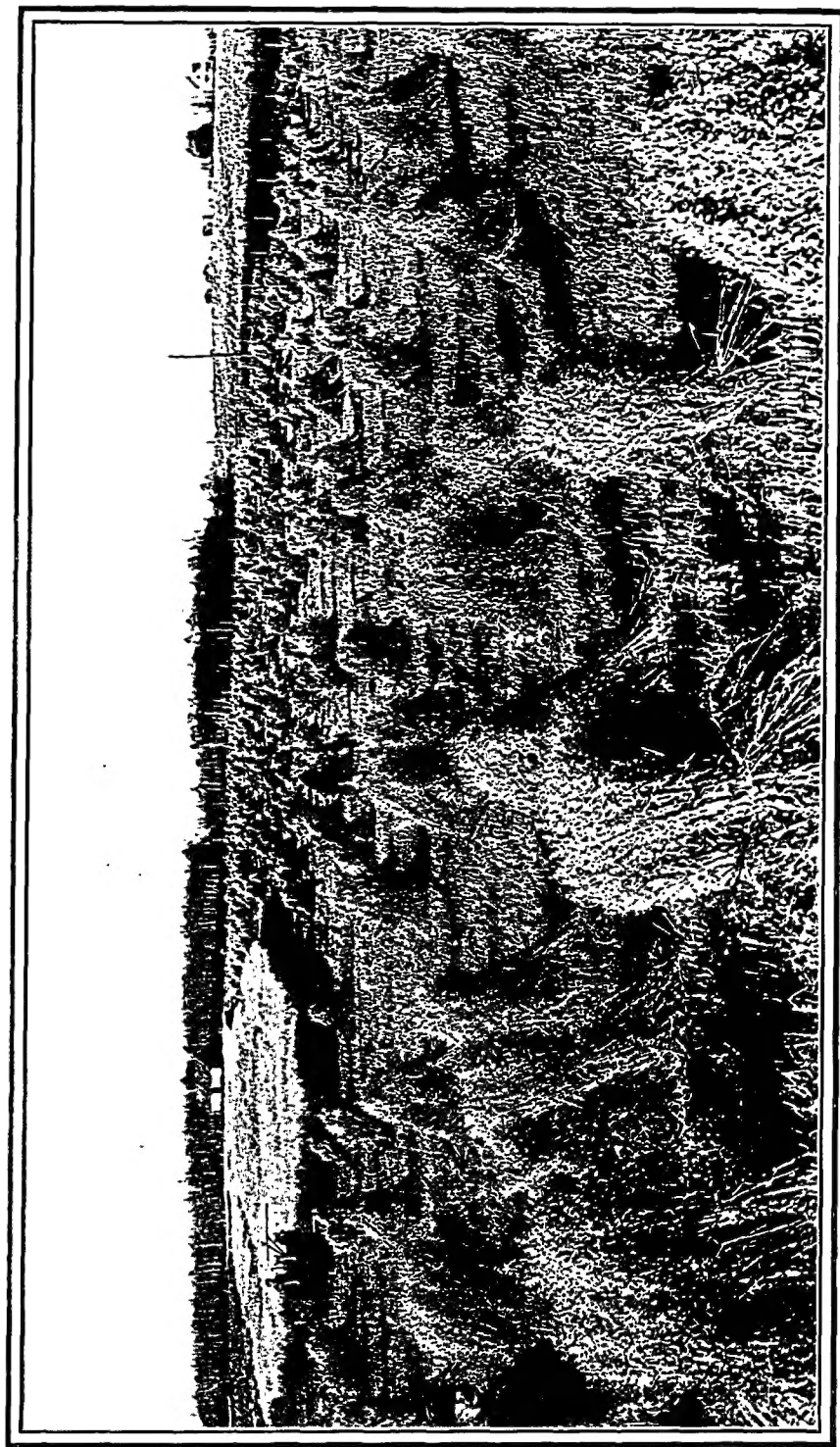
In appearance, the country is gently undulating, a succession of ridges alternating with slight depressions. It is freely interspersed with numerous creeks, streams, ponds and lakes, and there is everywhere ample timber to give the landscape a particularly pleasing appearance and prevent anything like the monotony of an open prairie country. All uncultivated land is covered with a rich, luxuriant growth of grass, wild pea vine and vetch, with a wonderful wealth of wild flowers.

Climate

Central Alberta is certainly the most favored section of the entire prairie west on either side of the international boundary, so far as climate is concerned. People who have not experienced a Central Alberta winter are usually under the impression that it is more severe than that of the Eastern Provinces of Canada, or than that of the Northern tier of States. Nothing could be more erroneous than this impression. Nowhere east of the Rocky Mountains, except in places where it is much too hot in summer, is there a more pleasant winter than in Central Alberta.

On a typical cold winter day, when the thermometer is at zero, no more clothing is needed than is worn in Toronto, Chicago or New York; and so far as experiencing any particular discomfort, one can not only walk or drive at this temperature without any discomfort, but with keen enjoyment. It is true there are low temperatures registered but these dips are only of very occasional occurrence and last only for brief periods.

The snow fall in Central Alberta is very light, being considerably less than in any other section of the Dominion, excepting a portion of the Pacific Coast. The amount of snow covering the ground at any one



In Central Alberta—"The blackest and richest soil I ever saw"

V E R M I L I O N

time seldom exceeds 12 inches and rarely reaches that depth. Frequently there is only a depth of 8 inches, which is barely enough for sleighing.

Soil and Rainfall

In this great area of something like 50,000 square miles, there is of course, considerable local variation in conditions, but generally speaking, the soil consists of a rich black vegetable loam, varying from 12 to 30 inches or more in depth. In places this changes to a somewhat sandy loam, still nearly black; in other places to a light, chocolate-colored loam, and occasional areas occur of light sandy soil of comparatively low fertility, but which would be considered fairly good land in most countries. Such areas are of limited extent, however, and the prevailing character of the soil is deep black loam of great fertility. The subsoil is usually clay; but this again is subject to local variation.

Neither irrigation nor "dry-farming" methods are required in Central Alberta. The rainfall is ample, most of it coming during the growing season, and a luxuriant growth, both of cultivated crops and wild pasture and hay, is always assured. The hot parching winds sometimes experienced in western countries are unknown in Central Alberta. During the driest times ever experienced here there is an abundant growth of pasture, green throughout the season.

Crops

All ordinary crops, such as are usually grown anywhere in the Eastern Provinces of Canada, or in the most northerly or central Western States, with the exception of tree fruits and corn, may be grown in Central Alberta, and generally with better results, greater yields being obtained with less labor and with greater certainty. It is not a rare thing to see a good farmer with a field yielding 40 to 50 bushels of wheat to the acre, and it is generally admitted that Central Alberta produces the highest grade of oats on the American Continent and gets the highest yields.

Vegetables

It is probable that Central Alberta produces more and better vegetables, grown under ordinary conditions, than any other section of the Dominion. Potatoes are an exceptionally safe crop yielding readily with comparatively little cultivation anywhere from 300 to 500 bushels to the acre.

Mixed Farming and Stock Raising

Although millions of bushels of wheat and other grains are raised annually in Central Alberta, yet it is becoming a well known fact that the climate is wonderfully adapted to mixed farming. A very valuable asset to the farmer of Central Alberta, unknown in many of the Eastern Provinces of Canada and in the States, is, that he may raise excellent cattle by simply allowing them to feed on the rich, luscious prairie hay which grows in great abundance.

Dairying and Poultry

As heretofore stated, cattle can be fed very cheaply, but in spite of this fact, dairy farmers get higher prices for their products in Central Alberta than those obtained elsewhere, and a guarantee is provided the farmers for their output in the form of Government Creameries established throughout the province.

Poultry raising is also very profitable to the farmer of Central Alberta, there being an exceptionally good market for poultry and eggs.

Other Natural Resources

The resources of Central Alberta are by no means limited to the products of the farm. The district has timber, coal and other mineral resources of enormous value. These not only permit very great industrial development, but they are a factor of tremendous importance to the agricultural population, as farmers and other residents of Central Alberta are at all times assured of practically inexhaustible supplies of cheap fuel.

General Conditions

In the settled portions of the district rendered accessible by railways, conditions will be found as advanced, generally speaking, as in rural districts in any but the best developed portions of the Eastern Provinces or the United States. In many portions of the district farmers are supplied with telephone service, as well as rural mail delivery along all the main roads. Good schools, churches, post offices and fair roads are found everywhere throughout the settled portions of Central Alberta. This does not apply, of course, to districts of the province where free land is still available, as settlement must precede such development.

Educational Facilities

Prospective settlers in rural districts need have no anxiety in regard to the possibility of getting their children educated. The Provincial Government has adopted a very progressive policy in regard to public education and has made very liberal provision for the establishment and maintenance of rural schools. Any rural community where four families are in residence, with at least eight children of school age, is permitted to organize itself into a Public School district to include territory not more than five miles each way. The school district is authorized to sell its debentures, payable in a number of years, to cover the cost of the school building and equipment.

Law and Order

In no portion of this continent is life and property safer than in Central Alberta, nor is there a more general observance of the law. Nothing approaching lawlessness has ever prevailed in the country and the law has always been upheld at all cost. This has been made possible owing to the fact that public sentiment has always been solidly for strict enforcement of the laws, and the form of government provides the means of doing this. At all points of importance there are stationed detach-

V E R M I L I O N

ments of the Royal Northwest Mounted Police, the famous "Riders of the Plains." The form of government is democratic in the extreme, the government being in the hands of the people, not only in name but in fact.

Population

The country is settled by people of considerable diversity of race and language, but the English speaking people are in the majority. While these are principally from Eastern Canada or Great Britain, a large number are former citizens of the United States. There is also a number of foreigners from the United States; that is to say, Germans, Swedes, Norwegians, etc., who have lived several years in some of the States and moved to Western Canada.

Roads

The Provincial Department of Public Works undertakes all larger expenditures in connection with roads, such as the building of bridges and other heavy expenditures on main roads. The making and maintaining of roads, apart from these heavy items, is left in the hands of the settlers interested. Local Improvement Districts are permitted to be organized and a rate may be levied on all taxable lands within the district, to be used for local road improvement purposes.

Taxes

There are no taxes other than such as settlers see fit to impose on themselves for the maintenance of schools and for local road improvements. There are no government taxes, either federal or provincial, the province deriving its revenue from certain subsidies from the federal treasury and various fees and licenses. The tax for school purposes is limited to not more than \$16 per year on each quarter section of 160 acres; and for road improvement, not more than \$8 on each quarter section. In incorporated towns and villages the municipalities arrange such matters to suit their own convenience, within certain limitations fixed by provincial legislation.

Markets

The farmers are certainly highly favored as regards a market for their products. These markets, and the means of reaching them, are constantly improving and notwithstanding the phenomenal rapidity with which production is increasing, the time is not in sight when production can overtake the possible demand. It is sometimes suggested that Alberta is too far from the Atlantic seaboard to find a ready market for her products. But it should be understood that Central Alberta at least is in no way dependent upon the Atlantic seaboard. The market is principally a Western one. To the west of Central Alberta is the Province of British Columbia, rich in timber, minerals and fish, but not producing much in the way of grain or animal products. The great commercial cities growing upon the coast are principally dependent upon outside sources

for flour, oatmeal, oats and other feed stuffs, and hay, butter and cheese, fresh and cured meats and poultry products. All these Central Alberta can supply. Besides the excellent home market, there is a large industrial population to be fed, engaged in lumbering and in coal mining, which industries, particularly the latter, will shortly reach very large proportions. The men and animals employed must be fed, principally by Central Alberta farms.

Prices of Land

As values vary so much with local conditions depending upon location of land and proximity to towns, the size of the towns, and the degree of development for the immediate neighborhood, it is difficult to state definite prices, but in a general way it may be said that wild land of good quality, within two or three miles of a small country railway station, may still be bought at from \$15 to \$20 per acre. Similar land near a larger town might cost \$20 to \$25.

Improved farms may be bought at from \$15 to \$50 an acre, depending on location and value of improvements. It must be remembered that in many cases these lands have every convenience in the way of good roads, good markets, good schools and churches, good neighbors, telephone service, railway service and rural mail service, found usually only in places where land at least no better sells for \$100, \$150 and \$200 an acre.

The man in Alberta will be as near the wheat or cattle market as he who lives in Iowa or Kansas, yet the former can find land at \$20 even superior to that for which the latter must pay \$150 per acre.

There is very little land in Central Alberta today that in five years or less will not look cheap at twice what it can be bought for now. The great advantages of the country are each year coming to be more clearly understood, and each season a rapidly increasing number of experienced and well-to-do farmers are coming into the district to buy farms. This keen demand, coupled with high intrinsic value, is having its inevitable effect. Land which was bought ten years ago at \$3 an acre is today worth \$30.

Homesteads

While the chance of obtaining full title to 160 acres of good land for a cash outlay of only \$10.00 is very tempting, yet it must be borne in mind that there are a great many disadvantages and discouragements in connection with homesteading.

If at all practicable, it will generally be found more profitable to buy land in one of the settled portions of the district within easy reach of centres of population and accessible to a market, in preference to going to the remote fringe of settlement for free land to await, under difficult conditions, the advent of means of communication with markets and the development only possible in settled districts served by railways and equipped with wagon roads and every other convenience. This applies with particular force to those whose previous experience has not been such as to fit them to cope with the difficulties inseparable from pioneering. Many of the experienced pioneers now coming into Central Alberta from the Central Western States recognize this fact, and in their opinion land is much cheaper at from \$12 to \$30 per acre, in the older districts, within easy reach of railways, than free land on the outskirts of settlement. They understand that men who are in a position to buy this land are likely to make more money, and make it more easily with greater comfort to their families, than those who go out for free land.

V E R M I L I O N

The Vermilion District

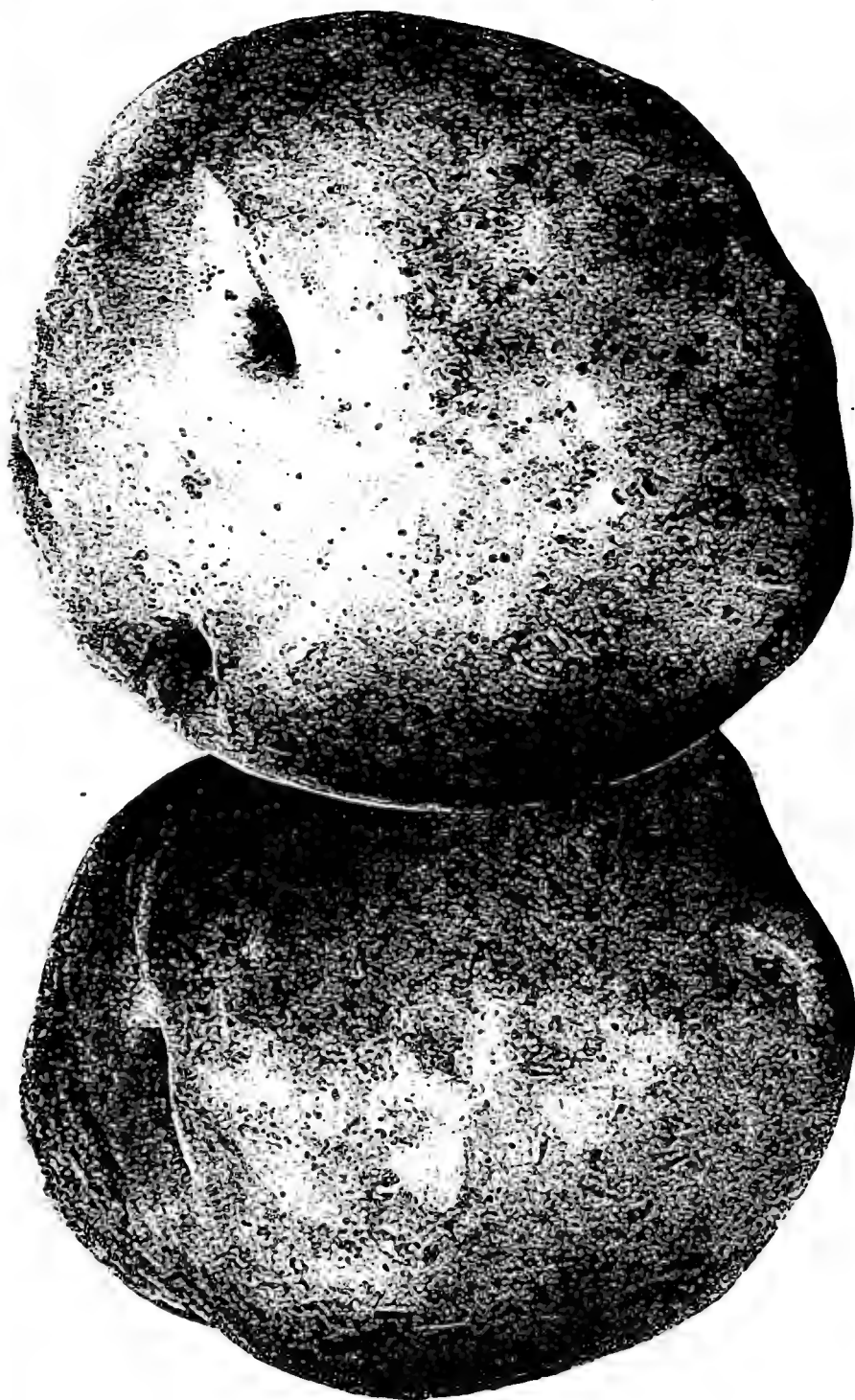
WHAT is known to the people of Western Canada as the Vermilion District is the eastern part of Central Alberta, which is very close to the Saskatchewan line. Taking the Town of Vermilion as its centre and principal distributing point, a circle with a radius of thirty miles, through the heart of which runs the Vermilion River, comprises the District. There are some 35 towns and villages in the District besides Vermilion, the most important being Islay, Kitscoty, Mannville, Innisfree, Minburn, Ranfurly, and Borradale, each one of which is a natural centre for thousands of acres of very rich and fertile land, over 85% of which is arable. Whatever has been said about Central Alberta in reference to climate, soil, crops, mixed farming, natural resources, and general conditions is applicable to the Vermilion District. Here may be found that healthy bracing climate which makes strong men and women; a deep, rich, black loam land with a clay subsoil that produces the highest yield of wheat and oats to the acre on the American Continent; fat cattle, hogs and sheep, with a ready and profitable market; and general conditions such as educational facilities and law and order as only the older countries can boast. Your choice will be a wise one if you select the Vermilion District as your future home.

Wheat

The Vermilion District has been especially successful in the production of hard wheat of very high milling values. While in the earlier years only the Red or White Fyfe, and other Spring varieties, were grown, it has been demonstrated during the last few years that Winter Wheat, particularly the hard variety known as "Alberta Red," is unusually suc-

There is a big demand for Vermilion District Horses





Vermillion Pointes—Actual size : 100 bushels to the acre

V E R M I L I O N

cessful, and the production of that cereal is increasing very rapidly. In average productions of wheat per acre Alberta leads Minnesota, its nearest competitor, nearly four bushels per acre. Alberta's advantages in wheat growing are found at their best in the Vermilion District. In Government Crop Bulletin No. 6 of 1909, pp. 20 to 24, discussing big yields, the Minister of Agriculture gives the Vermilion District the banner with a sworn record of 44 farmers showing an average yield of 46.74 bushels to the acre.

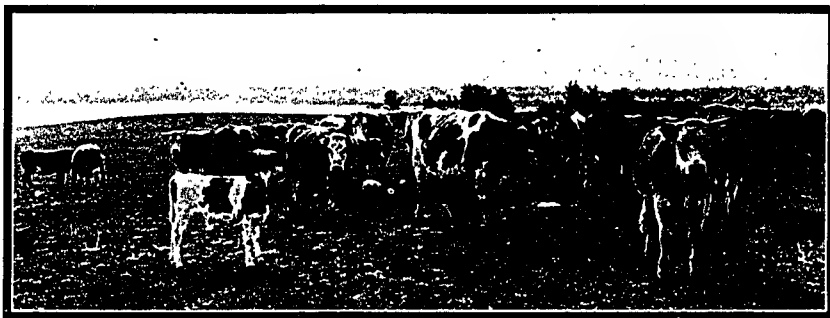
Oats, Barley and other Grains

Oats commonly shipped to the market by farmers of the Vermilion District are found to weigh from 38 to 44 lbs. to the measured bushel, and some testing 46 to 48 lbs. to the bushel are quite frequently grown, while samples testing 50 lbs. are occasionally met with. Yields of 80, 90 and 100 bushels and over to the acre are considered nothing out of the common. Barley is also extensively grown and has proved exceedingly successful, yields of from 30 to 50 bushels to the acre being obtained of exceptionally plump heavy grain. There is a large demand for barley for malting purposes, but it is chiefly used for hog feed. Quite a few farmers have recently experimented with Peas and have demonstrated that they can be very profitably grown as a field crop. Both Flax and Rye do well in this district, but are not extensively grown.

Hay and Fodder

Wild Hay is very plentiful in practically every portion of the Vermilion District. This is also true of the luxuriant pea vine and vetch which makes such excellent fodder for cattle. Timothy has been found to be very successful, and a large acreage is sown to this grass in some sections of the district and has proved highly profitable. The clovers have as yet only been grown in an experimental way. It has been proved, however, that the common red clover does remarkably well when tried under favorable conditions. Alfalfa is being tried and indications point to its developing into a stable crop.

Cattle grow fat on the rich pea vine and vetch in the Vermilion District, where they run out all the year round



Mixed Farming

The Vermilion District is an ideal mixed farming country, and it is generally recognized by farmers that where conditions are so favorable for growing grain, hay, roots and vegetables, for the production of fodder crops, and for the cheap handling of cattle all on the same farm, better results can be obtained from mixed farming, under which the quality of the land improves, than from exclusive wheat growing, under which the land must inevitably deteriorate; also all round farming is much safer than with one crop only.

Nature has so liberally provided this district with streams, ponds, rich luscious pasture, as well as an abundance of wild hay, that it would be unwise not to turn these advantages to account by keeping cattle on every farm. The soil and climate are especially suited to the production of cultivated grasses and fodder crops and the enormous stacks of wheat straw and oat straw left on the fields after threshing provide fodder of considerable value for a large number of cattle.

Roots and Vegetables

Ordinary root crops have proved exceptionally successful, but owing to the abundance of other forms of feed and the cheapness with which they can be produced, the ordinary farmer has not felt much need for them. Some of the dairymen, however, are now growing roots extensively and with very great success.

Potatoes grow to great size and are of very fine, clean, smooth appearance. They possess excellent boiling qualities when judgment is used in selection of soil and location. One farmer reported that he took 1,486 bushels of potatoes from a measured two acres of land in 1911.

Nowhere from the Rocky Mountains to the Atlantic are finer cabbages, cauliflowers, beets, carrots, peas, beans, parsnips, celery, etc., to be seen than those commonly grown in the gardens of many sections of this district, without any particular effort to assist nature in the way of fertilizing or artificial watering. The marvellously fertile soil, with the ample rainfall and summer warmth, but without scorching heat, accomplish more than all the arts known to the Eastern market gardener.

Stock Raising

As previously shown, cattle can be wintered at a trifling cost with exceedingly profitable results. Cattle are pastured in the open air during the winter months, finding sufficient shelter from the clumps of timber and

Over 1500 Sheep were imported into the Vermilion District
last year for breeding purposes



VERMILION

patches of scrub about the farm. In this way cattle of the finest quality are raised almost without expense. One farmer late of the State of Iowa has said: "I believe we can raise horses and cattle more cheaply here than in almost any other place on the globe, for they get fat on the range, and by running them to oat straw, with nothing but the brush groves to shelter them during the winter months, they winter in fine shape. By feeding them on the prairie hay they will be fat to go the range in the spring." The large packing plants at Edmonton and Calgary supply a steady and profitable market for cattle, sheep and hogs.

Manager Scott, of the Experimental Farm at Vermilion, which is one of the five established by the Government of Alberta throughout the Province and which lies about a mile southwest of the townsite proper, recently shipped out 69 head of cattle that he had financed without calling on the Government for a dollar. Money was borrowed from the bank to purchase the young animals, a careful record was kept of every hour of employees' time devoted to the herd as well as of all the feed used and these were charged up together with a certain proportionate rental charge and a part of the Manager's salary. The profit shown on the entire shipment was \$700.00 with money paid back to the bank and all bills paid, or a net profit of over \$10.00 per head. One can call any day at the Demonstration Farm and the genial manager will gladly give actual figures that will show the wonderful fertility of the soil of the Vermilion District; also profits to be made from grain farming, dairying, poultry raising and mixed farming in this section.

Horses

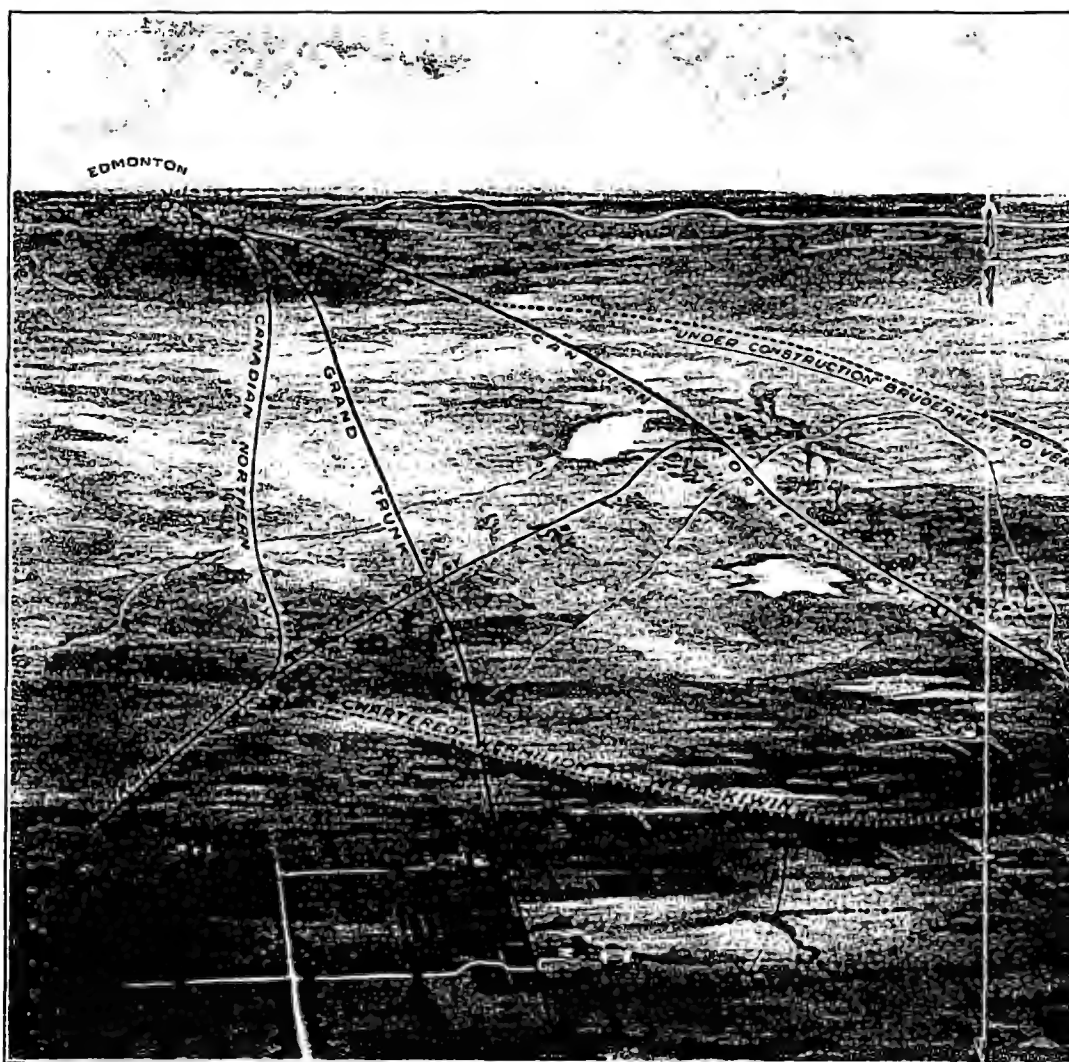
In a country of unexcelled pasture, producing the finest oats in the world, and with climatic conditions which permit horses to run out the year round, they naturally occupy an important place.

Sheep and Poultry

There is a splendid market both for mutton and wool, at excellent prices, and the conditions for sheep raising are entirely favorable. One farmer from Ontario states: "I consider sheep raising in this section of the country

Occasional lakes furnish ideal facilities for watering Stock in the Vermilion District

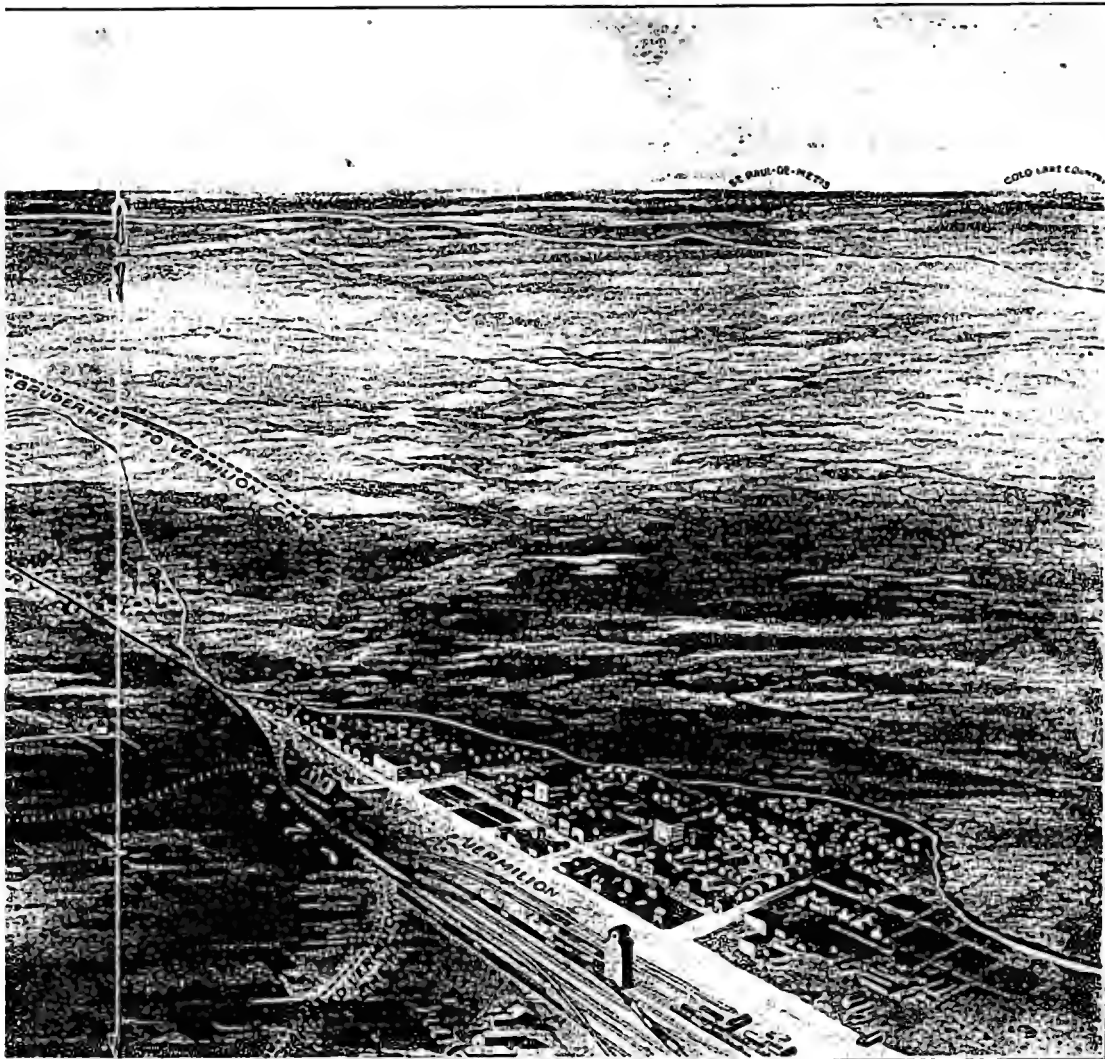




AEROPLANE VIEW OF VERMILION AND



PANORAMIC VIEW OF THE TOWN OF VERMILION'S FUTURE



VERMILION AND THE VERMILION DISTRICT



VERMILION FUTURE SITE OF THE CITY OF VERMILION

very satisfactory and profitable and think the climate is better in every respect than that of Ontario."

Poultry raising is very successfully and profitably carried on, and the market for poultry and eggs is high and practically unlimited. The bright clean air keeps the birds unusually free from vermin and produces at less expense, with a reasonable amount of care, better poultry than that of the Eastern Provinces of the Dominion. The constant demand from the cities and towns of Central Alberta for good fowl and fresh eggs provides a guarantee for their output to farmers of this and neighboring districts.

General Conditions

In order to show general conditions in the Vermilion District as well as the possibilities of the soil, we quote portions of a letter recently received by the Secretary of the TEN THOUSAND CLUB from a farmer of the district:

"I bought this quarter section last year for \$3,000. It had been dreadfully neglected and cropped during the last four years, with simply dising in and consequently it was simply a weed bed and the man who owned it went broke. I was only able to prepare 80 acres last year for cropping as it was late when I got the land, but this 80 acres has produced such a grand crop I expect to make more than half the price of the farm from it. Some of my wheat is more than five feet high with very fine heads and very thick. * * * I shall begin digging my potatoes this week. They are such a heavy crop I shall not be able to harvest them without a potato digger so I have bought one. I have taken first prizes and specials every time I have shown potatoes and one variety which I sent to the Demonstration Farm at Ottawa was the heaviest cropper they had and grew 436 bushels an acre, but I have some this year which I think will be 600 bushels an acre. * * * I think any good farmer investing in land here at present prices could easily earn the cost of the land in one or two crops. Personally after seeing what this farm will do I would not take \$10,000 for it. I landed in Vermilion seven years ago with \$2.00 in my pocket. I have now one-half section of land, \$1,500 worth of implements, over \$2,000 worth of buildings, five heavy horses and stock and all my crop. I don't think that is too bad starting with nothing. I have 150 acres of grain, 5 acres of potatoes, and 1 acre of cabbage and roots in crop this year. I have cabbages weighing 15 lbs. each."

We want more farmers of this character in the Vermilion District. There is plenty of room for as many as can come. Land is cheap now, but when the country is more thickly settled you will have to pay two or three times as much. Come to the Vermilion District and prosper.

Forty-four farmers of the Vermilion District established a banner record of 46.74 bushels of wheat to the acre.



V E R M I L I O N

Vermilion—It's Location

ON the eastern rim of fertile Central Alberta, in the centre of the rich Vermilion District, 700 miles north west of Winnipeg, 300 miles north of the International Boundary line and 129 miles east of Edmonton, the capital of Alberta, is the Town of Vermilion. It is delightfully situated on the south bank of the Vermilion River, the whole townsite having a slight dip to the north, thus assuring perfect drainage and healthy resultant conditions.

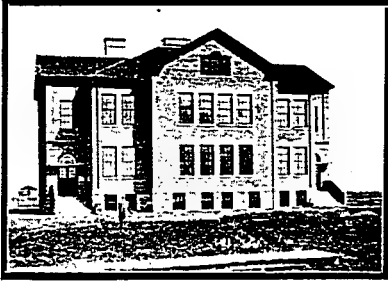
Although the place where Vermilion now stands was chosen by the Canadian Northern Railway as their first Alberta divisional point, and because of this distinction the Town carries with it all the trade and other obligations that come as a result, yet that place was chosen by nature long before as the centre of an unusually rich surrounding country.

East and south of Vermilion are hundreds of thousands of acres of undulating prairie country on whose productive soil all the grains may be grown to perfection and only a small portion of which is now settled. Some day this vast territory must of necessity be divided into small farms, the trade of which will flow to the City of Vermilion, just as naturally as the Vermilion River flows and empties into the Great Saskatchewan some thirty miles away.

To the north and west the country is more hilly and broken and although the land is very fertile, yet stock raising, dairying and mixed farm-

The beautiful Valley of the Vermilion

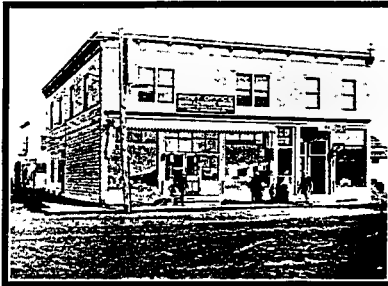




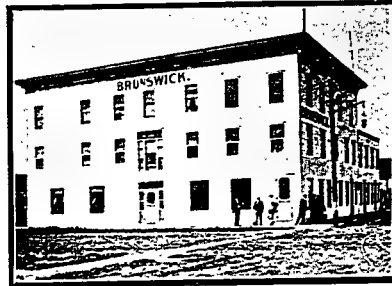
Our \$40,000 School



A Vermilion Home



A thoroughly up-to-date Store



One of our three Hotels



Here may be found an excellent assortment of articles that
appeal to the cultivated mind

VERMILION

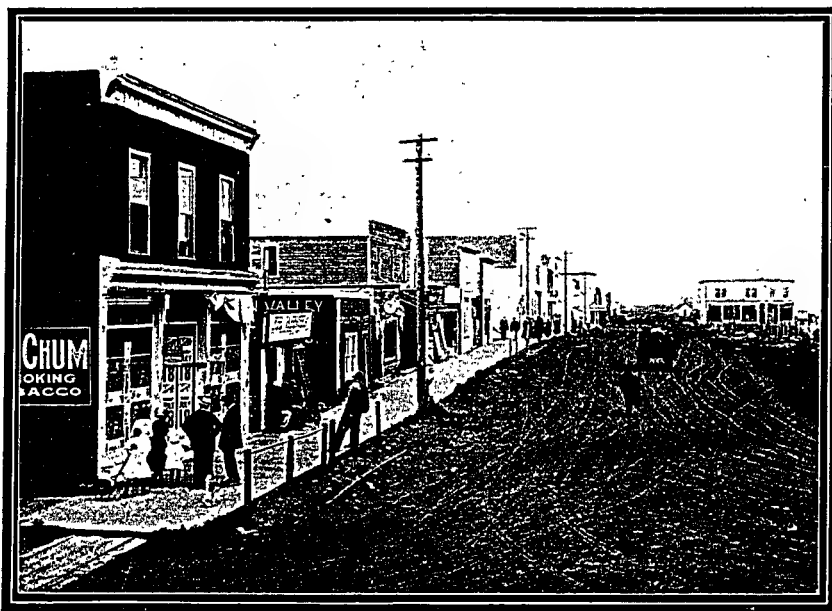
ing are and will be carried on to a greater extent than the mere raising of grain.

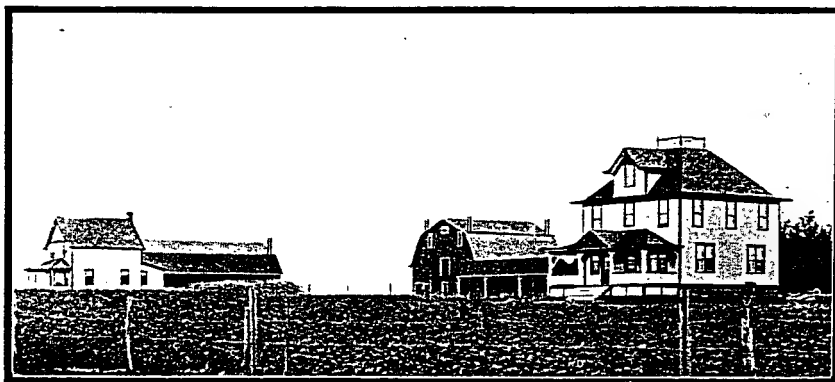
Still further to the north lies the Cold Lake country, full to overflowing with clay, sandstone, coal and other mineral resources, and raw material for all kinds of manufacturing purposes. Vermilion is the outfitting point for this last stretch of Western country not yet filled up by settlers, but which will be within the next few years. Vermilion also affords the best and most direct route to the St. Paul de Metis country which lies almost due north of the Town. It is the logical railroad centre for all that part of the country.

As a Municipality

In 1906 the steel of the Canadian Northern Railway reached Vermilion and thus placed the Town on the map. Since then it has enjoyed a solid, substantial municipal growth until now the population is about 1200. Vermilion has had no booms and wants none. It seeks men and women who are attracted to it by its splendid location and wonderful natural resources. So far it has not lagged in the performance of its duty in the matter of progress, as a Town of Western Canada. Already it has a Municipal Electric Lighting Plant with over 1000 lights; a Local and Rural Telephone System with long distance connection; a \$40,000 Public School Building with five teachers and an enrolment of over 150 pupils; a Fire Hall with an up-to-date fire apparatus; and \$26,000 was appropriated for Municipal Purposes for the year 1912.

Early morning on First Street, South





Government Demonstration Farm and School



A Vermilion Wheat Field



Vermilion Prizewinners



Our 30,000 bushel Grain Elevator



The Government Creamery



Pure Bred Holstein Herd

VERMILION

Complete Water and Sewer Systems for the Town are now proposed and under consideration by the Municipal Authorities.

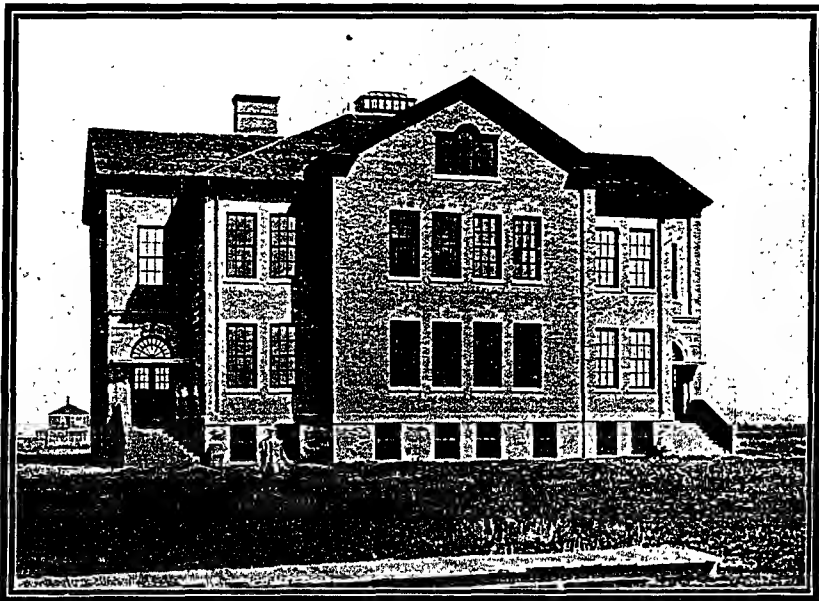
Vermilion has been chosen by the Dominion Government as a port of entry and an Immigration Hall is maintained. A Government Public Building, costing \$50,000, will soon be erected. Vermilion is the judicial seat for the Vermilion District and land has been purchased for a Court House to cost \$25,000. The Agricultural Fair Grounds for the district are situated at Vermilion as also are the Provincial Government Demonstration Farm and School. A Public Hospital, to cost \$25,000, has been decided upon. During 1912 seventy miles of Rural Telephone Lines will be installed.

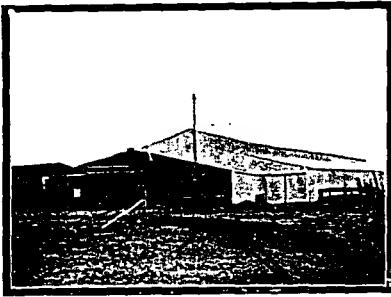
A Wholesale Distributing Centre

As a wholesale distributing centre, Vermilion has a fine lead, and you may rest assured that her progressive merchants will maintain it. The Massey-Harris Company, the International Harvester, the John Deere and the Moline Plow Companies have branches at Vermilion and during the year 1911 over \$175,000 worth of implements were sold to farmers of the District. Goods imported in 1911 aggregated \$60,000, while the Customs Receipts average \$1,000 per month. The Imperial Oil Company keeps two large storage tanks at Vermilion to supply the Town and District.

At the present time three establishments of considerable size take care of the wholesale grocery and general trade for the surrounding coun-

Knowledge is power: Your children can acquire knowledge
in our \$40,000 School

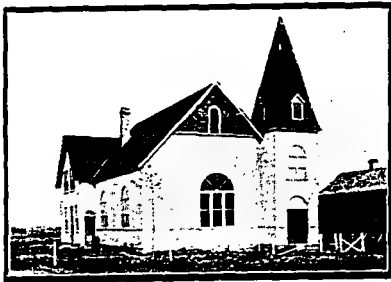




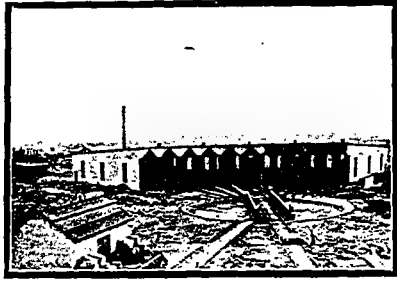
Our \$5,000 Curling Rink



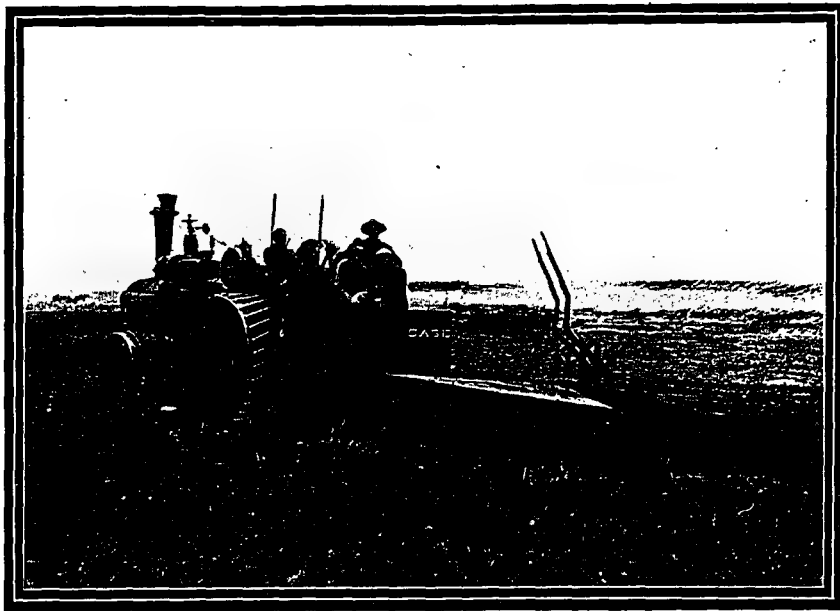
One of our Financial Institutions



One of our Five Churches



C. N. R. 10 Stall Roundhouse



Plowing near Vermilion

VERMILION

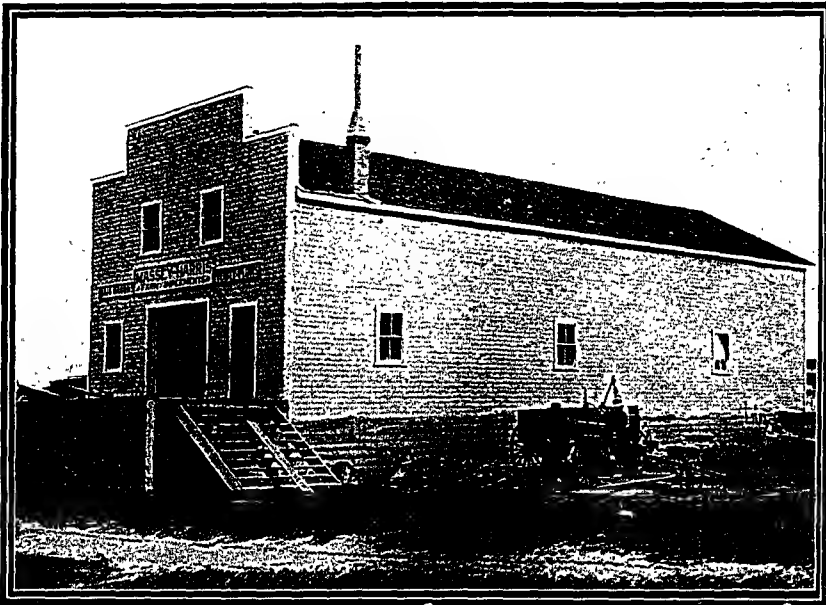
try. In 1911 Money Orders issued by the Post Office amounted to \$72,000 and the Orders paid were \$23,000. 300 cars of live stock were shipped from Vermilion in 1911 and the estimate for 1912 is 500 cars. The wages distributed by the Canadian Northern Railway to the employees of its Round House and Shops average about \$8,000 per month, practically all of which goes into the trade of Vermilion. Among other wholesale purchasing agencies the Revillion Freres Limited conduct a fur and pelt buying business at Vermilion.

A Manufacturing and Producing Centre

As a manufacturing and producing centre, Vermilion will some day rank among the leaders of Central Alberta. At the present time deposits of clay within the town limits furnish material for a brick yard whose output will average 1,500,000 bricks annually. The local flour mill has a capacity of 125 barrels per day and over 6,000 barrels were produced in 1911 and sold in the local market, nearly 60,000 bushels of grain being ground for feed, bran and flour purposes. A very large proportion of the grain grown in the Vermilion District is shipped off on the hoof, yet the British American Company maintains a large grain elevator and shipments from Vermilion average about 100,000 bushels per year. This will be materially increased when the surrounding country is more fully settled. Over 1500 sheep have been imported into the district for breeding purposes.

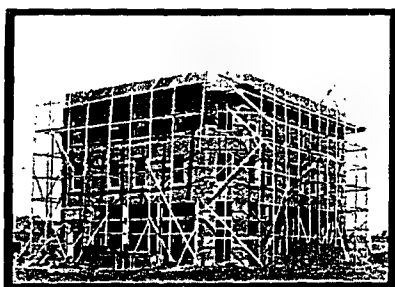
A deposit of sandstone varying from 50 to 60 feet in depth has been discovered in the Vermilion River Valley near the Town and when the

One of the four places where you can select the best machinery
for farming purposes

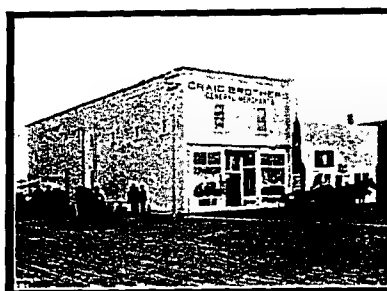




Part of Flock of Imported Sheep



The New Imperial Block



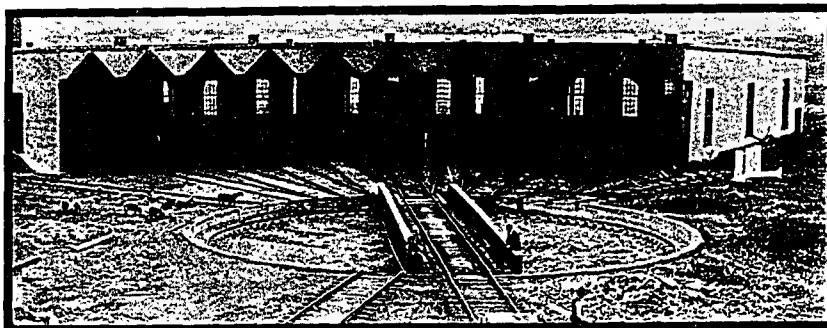
One of our Wholesale Houses



Imperial Oil Storage Tanks



The Canadian Northern Depot



Engine House and Turn Table of C.N.R.

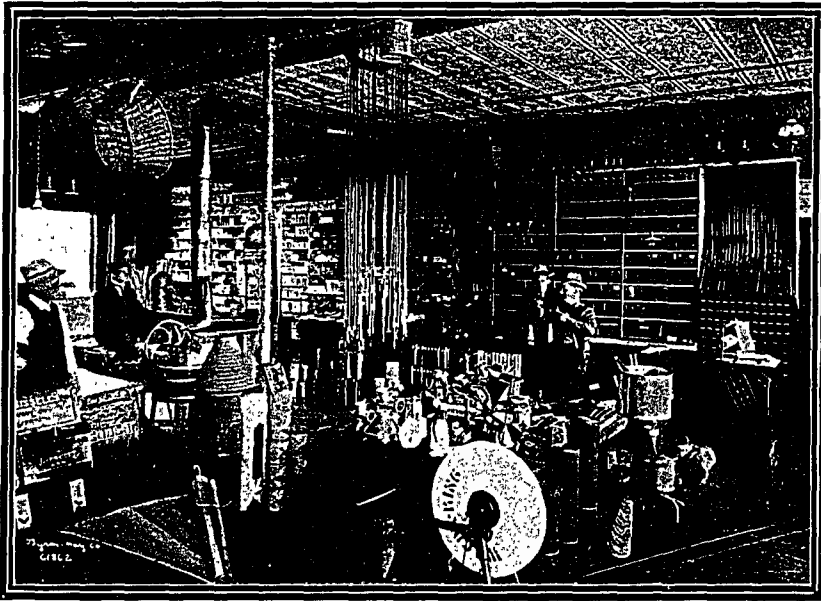
VERMILION

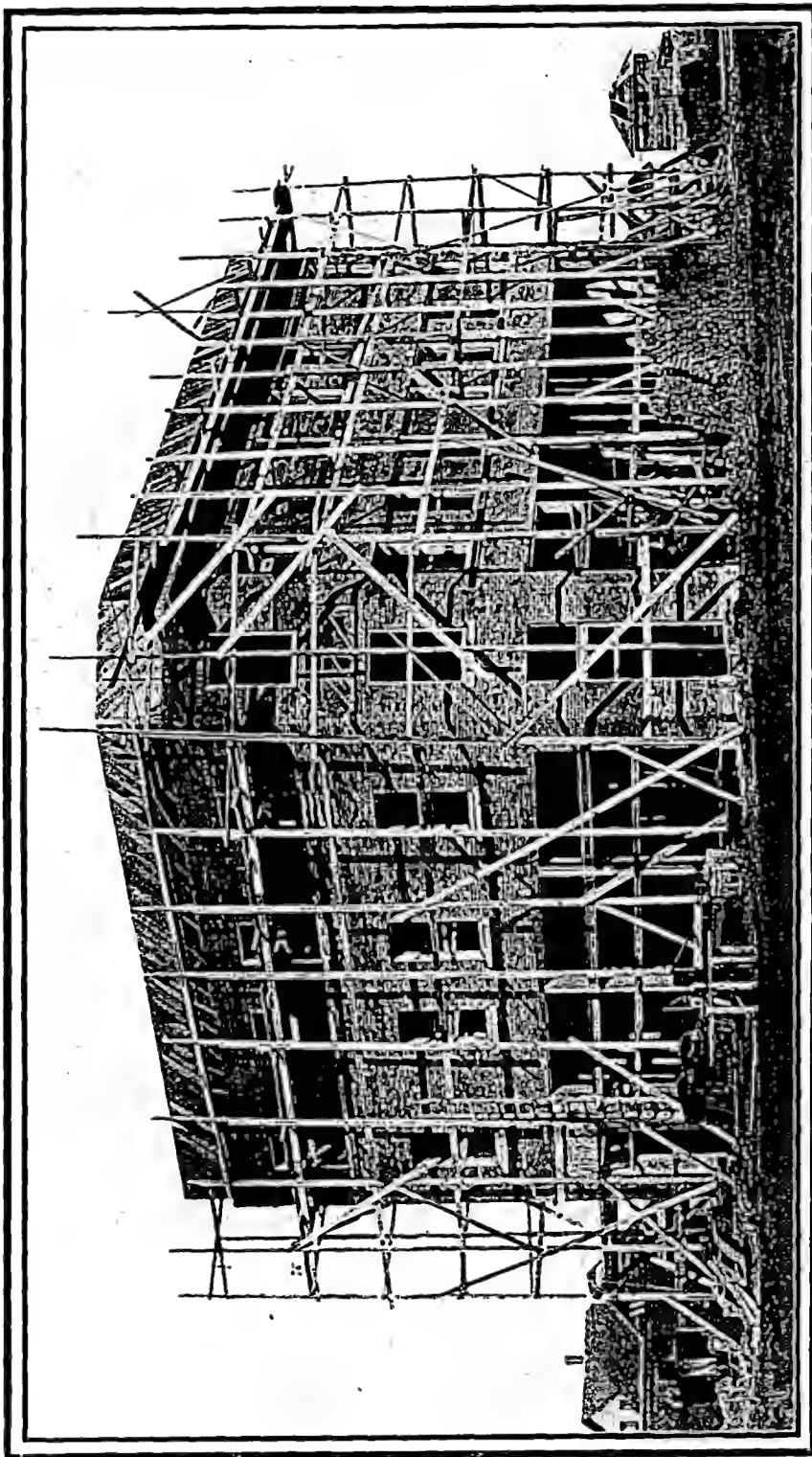
quarry is opened and running on full time very heavy shipments will result from it. Deposits of marl and limestone have been located not far from the Town and coal has been found a few miles north, the veins varying from 4 to 7 feet in depth. Vermilion is also in the gas and oil belt of Alberta, and it is the opinion of those whose knowledge is great in such matters that gas would very probably be struck at a depth of about 1400 feet. While a thorough test bore has not been made, yet, when a well was bored last fall for the purpose of discovering a steady flow of water, the strata passed through indicated a gas and oil formation.

Other Trades and Enterprises

Vermilion has three large departmental stores, four general stores, two hardware stores, two furniture, two tinsmiths, one machine shop, one harness and two blacksmith shops. One bakery, one fruit store, two drug stores, one jeweler, one photographer, one stationery store, two merchant tailors, two butchers and a wholesale liquor house. There are three lumber yards in the Town of Vermilion with the result that lumber is obtained at reasonable prices. Vermilion has three livery barns, sales stable and a motor garage. Three hotels, the Brunswick, Vermilion and Alberta cater to the travelling public, and besides these, there are several restaurants and two lodging houses. Vermilion has a fine weekly newspaper, "The Standard," and an attachment of the Royal Northwest Mounted Police. The Northern and Vermilion Development Company, a corporation composed of prominent British Capitalists, owning considerable real estate in the Vermilion District, has lately erected a three story office and store building at a cost of \$25,000.

A large assortment of hardware goods can be found here





\$25,000 Building of the Northern & Vermilion Development Company in course of construction Best Business Block between Siskatoot and Edmonton

VERMILION

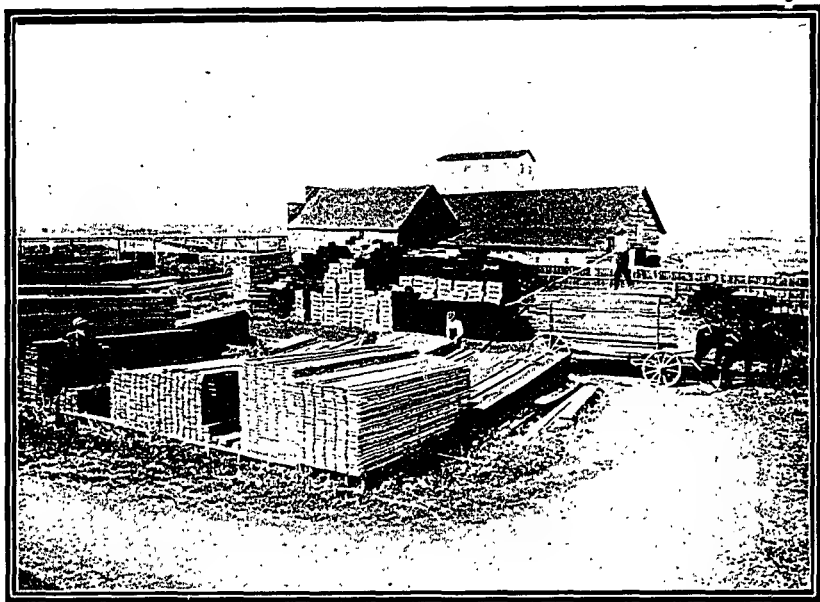
Religious, Social and Sports

Among the leading churches the following are represented: Anglican, Presbyterian, Methodist, Church of Christ and the Roman Catholic Church. Amusement is also provided for, Vermilion having a theatre with a seating capacity of 600 and a moving picture theatre holding 150. A five thousand dollar skating and curling rink was erected in 1910, and baseball, football, tennis, cricket and hockey play a prominent part in the social life of the community. The members of the Vermilion Curling Team carried all before them on their victorious tour through the West last fall. The Secret Lodges are represented by the Masons, Oddfellows, Orangemen and Foresters. The two boosting organizations of Vermilion are the Board of Trade and the TEN THOUSAND CLUB, both of which are alive to the wonderful possibilities of the Town. A Business Men's Club has recently been organized with club rooms in the new Imperial Block at the corner of Main Street and Borden Avenue.

Transportation

Vermilion being on the main transcontinental line of the Canadian Northern Railway and as a divisional point on that railway naturally has all the facilities afforded by their through line service, all trains, passenger and freight, stopping here. Grading and track laying are in progress on the branch line of the same road from Bruderheim to Vermilion, taking in the country north of the present main line. The surveyors are now out

Three Lumber Yards give a plentiful supply of building material for the home-builders of Vermilion





Leafy howers near Vermilion

VERMILION

from Vermilion working on the branch line of the Canadian Northern Railway from Vermilion to Medicine Hat, traversing a new and unopened section of the Province. The bonds for both of these lines have been guaranteed by the Provincial Government. Vermilion is to be the terminus for the chartered lines from Vermilion to Wetaskiwin and the Cold Lake country, and is also on the survey of the proposed line from Wilkie to Athabasca Landing, as well as a line of the Grand Trunk Pacific from a point near Wainwright from Battleford up to Vermilion.

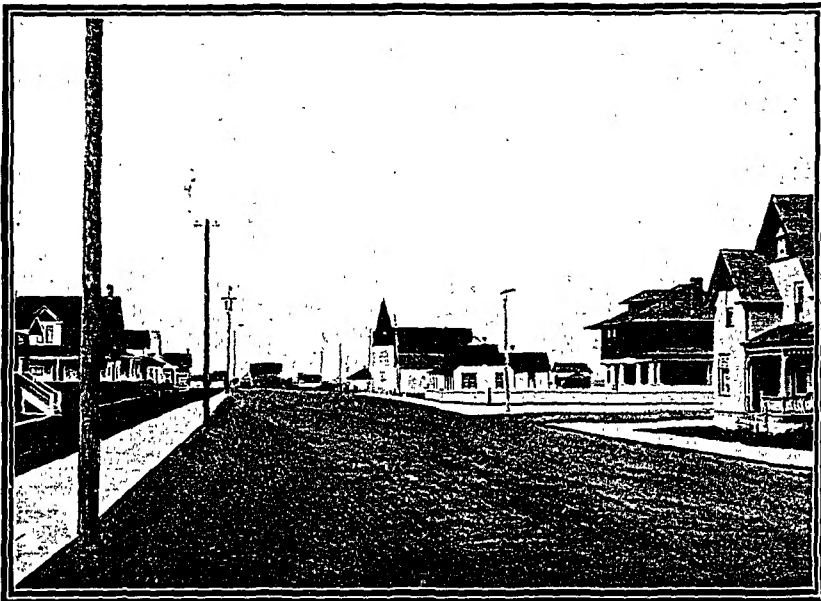
Opportunities in Vermilion

Vermilion's most specific needs at present are: First, more real farmers who are willing to take a small piece of land and by intensive farming get the fullest possible returns from it, by devoting themselves to mixed farming, stock raising, dairying and poultry raising, and they will grow rich as the result; second, up-to-date merchants of all kinds to cater to the well-to-do farmers who are here now and to those who are coming in daily; third, industries such as a sash and door factory, makers of farm wagons, steam laundry, cheese factory, oatmeal mill and cereal factory, tannery, mineral water works, packing plant. To them Vermilion holds out the hand of welcome.

Public Spirit

To show that the people of Vermilion are alive to the wonderful possibilities of the Town all that need be said is that at a recent meeting of the TEN THOUSAND CLUB of Vermilion in the Town Hall, the Secretary of the

A beautiful residential section showing proposed municipal improvements



Club made the announcement that one firm alone had made an appropriation of \$5,000 for publicity purposes, "to make the Town of Vermilion known far and wide as it should be known, and to attract to it men and women of character, force and ability." This meeting was the most enthusiastic and best attended public gathering that had ever been held in the Town and it was a pleasure to note the harmony that prevailed and how one and all, men and women alike, showed their willingness to boost for Vermilion and to do everything in their power to let the people outside in the Dominion and the States know of the many opportunities in the Vermilion District.

Come to Vermilion and Prosper

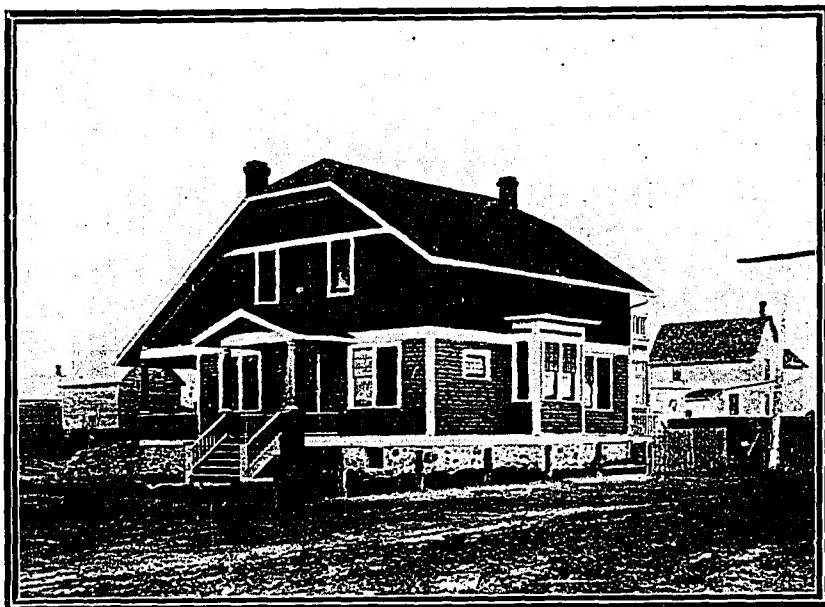
The same effort and capital that makes a living in the United States and most other countries, makes a fortune in Canada. MORE MEN HAVE ATTAINED FORTUNE IN WESTERN CANADA, WHO STARTED WITH PRACTICALLY NO CAPITAL, THAN IN ANY OTHER COUNTRY ON THE GLOBE.

Come where you too can prosper, where you will find perfect health, where you can earn a farm, a business, a home in a few years' time at the most, where it does not take a lifetime of drudgery to make a competency and where energetic efforts bring riches quickly. YOUR NEW HOME AND FORTUNE ARE WAITING FOR YOU IN VERMILION.

Are you contented with your present conditions? Could you not stand greater prosperity? If you are a farmer, is it not good business to sell 40 acres and buy 400, especially when the land you buy is fully equal, if not superior, to the land you are selling? If you are a merchant are you making as much profit as you ought to? Can you not see the opportunity which is yours? Come to Vermilion and throw in your lot with one of the richest sections of the West, and one from which you will be able to draw an ever increasing trade.

GET OUT OF THE RUT—COME and make a fortune for yourself and your children as others have done.

One of our many cosy Vermilion Homes



The Canadian Northern Railway

The Canadian Northern has built more lines of railway in the last decade than any railroad in the world. It already has 4,500 miles of steel in the finest stock raising, dairying, grain producing and mixed farming districts of Western Canada, and is constructing new road at the rate of 500 miles per year. The Canadian Northern has thrown open millions of acres of the richest and most fertile land ever known, with the result that, where ten years ago the prairie sod had not been turned, today stand thriving towns—tomorrow, cities of importance.

Vermilion is on the main transcontinental line of the Canadian Northern on which within a few years through trains will be running from Halifax to Vancouver. It will soon be the terminus of two branches of the same road, the Vermilion-Bruderheim and Vermilion-Medicine Hat branches. Vermilion is 700 miles northwest of Winnipeg, 300 miles north of the International boundary line, and 129 miles east of Edmonton, in the heart of as rich farming country as can be found anywhere on the continent.

How to get to Vermilion

FROM ENGLAND AND THE CONTINENT. Passengers from Boats docking at Montreal would travel by rail west on the Canadian Pacific main line to Winnipeg. **CHANGE** at Winnipeg to Union Station and take Canadian Northern main line from Winnipeg to Vermilion. Or, Boats docking at Halifax and St. John would travel via the Intercolonial to Montreal and west to Winnipeg. Or, passengers from Boats docking at Portland, Maine, during winter months would travel by rail to Montreal, thence west to Winnipeg and Vermilion as before stated.

FROM NEW ENGLAND AND THE EASTERN STATES. Passengers from the New England States would travel by rail via Boston, or direct from their home city to Montreal. From Montreal west via main line of C. P. R. to Winnipeg. **CHANGE** at Winnipeg to Union Station and take Canadian Northern main line from Winnipeg to Vermilion. Passengers from the Eastern States would travel by rail via New York or direct to Buffalo and Toronto, then west on

C.P.R. to Winnipeg and C.N.R. to Vermilion.

FROM THE MIDDLE WESTERN STATES. Passengers from the Middle Western States would come by way of Chicago, St. Paul and Minneapolis to Winnipeg. **CHANGE** at Winnipeg and take the C. N. R. to Vermilion. From the northern tier of States and those west of St. Louis travel direct to St. Paul and from there to Winnipeg and Vermilion as previously stated.

FROM THE SOUTHERN STATES. Passengers from the South would travel by rail via Chicago to St. Paul, thence to Winnipeg. **CHANGE** at Winnipeg to the Canadian Northern main line to Vermilion.

FROM THE WESTERN STATES. Passengers west of the Rockies would travel by rail or boat from Los Angeles, San Francisco, Portland or Seattle to Vancouver. At Vancouver take the C. P. R. main line east to Calgary, thence north to Edmonton. **CHANGE** at Edmonton to the C. N. R. main line east to Vermilion.

Facts About Vermilion

VERMILION is the first Alberta Divisional Point on the Main Transcontinental line of the Canadian Northern Railroad.

VERMILION is the chief town of the Vermilion District.

VERMILION is the logical distributing centre for all the towns in the Vermilion Valley, and for the territory up to and beyond the Saskatchewan River to the north.

VERMILION is the judicial centre for east Central Alberta.

VERMILION is the terminus for the branch line of the C.N.R. from Bruderheim, on which grading is now in progress.

VERMILION has a population of about 1,200.

VERMILION is the terminus of the Vermilion-Medicine Hat branch of the C.N.R. which is now being surveyed for immediate construction.

VERMILION has a municipal electric light plant.

VERMILION shipped 300 cars of livestock in 1911; the estimate for 1912 is 500 cars.

VERMILION has a \$40,000 public school building.

VERMILION was chosen by the Government as the site for an Agricultural School and one of its five Provincial Demonstration Farms.

VERMILION'S farmers bought \$175,000 worth of farm machinery last year.

VERMILION has a grain elevator, and a flour mill with a capacity of 125 barrels per day, busy all the time.

VERMILION has a local and rural telephone service.

VERMILION is a port of entry for the Dominion, and has a Dominion Lands Office and Immigration Hall.

VERMILION has five churches (Anglican, Presbyterian, Methodist, Church of Christ and Roman Catholic).

VERMILION is the terminus for the chartered lines of the C.N.R. to Wetaskiwin and the Cold Lake Country.

VERMILION is on the survey of the proposed line of the C.P.R. from Wilkie to Athabasca Landing, and the line of the G.T.P. from a point near Wainwright up to Vermilion.

VERMILION is the centre of 2,000,000 acres of the best mixed farming section of Western Canada.

VERMILION is alive to its opportunities, both the Board of Trade and the TEN THOUSAND CLUB being always on the lookout for farmers, merchants and industries.